

## // Qualifications Overview

- User Experience Architect with more than 16 years in the industry
- A storyteller - creating user stories, communicating ideas in wireframes, interactive prototypes, and detailed specifications
- Experience Analyst – Gather requirements, conduct heuristic evaluations, construct surveys, conduct user interviews, and task analysis
- Strong technical background – understand cross-browser/platform front-end development, web standards, web optimization and accessibility
- Skilled at designing for responsive experiences
- Advanced aesthetic design and HTML/CSS skills. Knowledge of JavaScript, JQuery.
- Experienced working in an Agile Environment
- Extensive background as a leader and manager
- Experienced product owner

## // Experience

### **User Experience Manager // Equinox Fitness, New York, NY**

October 2010 – Present

- Hired to help represent the voice of the customer and bridge the communication gap between our IT team and stakeholders
- Established flexible design process, educated our teams on how to leverage sitemaps and wireframes to envision new sites and site features
- Keep a open and consistent communication with user groups (members/trainers/prospective members) in order to test new products and concepts
- Create responsive design prototypes
- Design for native mobile application
- Helped create KSS styleguide to help UXD, Digital Designers and FE Developers create consistent experiences
- Experienced user story writer
- Manage a team of 3 UX Designers/Digital Designers

Highlights:

- Lead UX on all Equinox products as well as Blink fitness sites and our proprietary Personal Trainer application.
- Designed in-club ubiquitous experiences, such as the Digital scale and the Blink membership Kiosk

### **Kaplan Higher Education, A Washington Post Company Ft. Lauderdale, FL**

August 2001 – September 2010

*9 years, 5 Roles*

#### **05. Sr. User Experience Architect**

March 2009 – September 2010

- Senior advisor, defining “big picture” approach for achieving effective user experiences with Kaplan’s products
- Responsible for implementing end to end usability methods enterprise wide, such as: User Research, Information Architecture, Interaction Design, design standards and pattern libraries

- Worked with product managers and stakeholders to define project requirements and use cases
- Helped align user needs with the business directive
- Led as in-house usability consultant to 3rd party marketing firms
- Responsible for communicating best practices to in-house and contract UX professionals
- Directly reported to Chief Technology Officer (CTO) and VP of Technology, to define overall experience strategy

Highlights:

- Led redesign of synchronous seminar classroom.
- UX Lead on a Financial Aid platform project that piloted Agile development for Kaplan.

**04. Director of User Experience**

April 2007 – March 2009

- Created design standards based on specifications, established through user research and business requirements
- Helped align user needs with the business directive
- Led strategic cross-functional team of user experience designers and front end developers
- Managed the teams budget and staffing needs
- Responsible for providing team allocation estimates and communicating progress
- Led product and documentation reviews
- Supported our international clientele

Highlights:

- Built the User Experience team from the ground up.
- Responsible for over a 75% increase in user satisfaction with the Student/Faculty learning platform
- Managed a remote team of 9 direct reports

**03. Director of Web Development**

December 2005 – April 2007

- Directed cross-functional teams of 14 team members, reporting directly to the VP of Technology.
- Team responsibilities included UI Design, Flash Development, Microsoft Office Sharepoint (MOSS) development as well as .Net and HTML/CSS
- Performed the 1st usability study for Kaplan, which solidified user experience as a key directive moving forward.
- Responsible for information architecture and interaction design for more than 30 websites.
- Lead the initiative to implement site analytics on our flagship sites
- Lead the product team that implemented the Seminar Classroom for online students · Also responsible for the creation of business requirements and use cases for the Seminar application.
- Responsible for designing user interfaces based on the final wireframes
- Maintained all of Kaplan's web style guides and standards

Highlights:

- Lead the team responsible for development, deployment and client training of 34 (content management enabled) marketing websites in an 11 month period, averaging one new website every 1.5 weeks with a 3-person team.
- Served as product lead and development manager on the successful deployment and rollout of an online collaborative seminar classroom to over 2,500 students and faculty.
- Took the initiative to standardize user experience processes into the corporate culture, conducting the first site usability study utilizing a third party agency
- Achieved Six Sigma Champion Certification
- Offered the opportunity to work remotely at the Director level, after announcing move back to NYC.

## 02. Web Manager

November 2004 – December 2005

- Managed team of 7 Digital Designers, Flash Animators and HTML developers
- Art Director and manager of the roll out of 5 Marketing web sites, implementing SEO techniques and website analytics.
- Led team to provide design, HTML and UI best practices for student/faculty portal and the lead management website (Over 600 pages of content)
- Responsible for the creation, development of HTML email blasts
- Standardized web change request process, increased productivity substantially
- Launched the first Microsoft CMS (Content Management System) website, allowing stakeholders to have control of their content within the style guidelines of their website.

## 01. Art Director

August 2001 – November 2004

- Manager of a team of 8 Web Designers, Flash Animators and Print Designers. Remotely Managing 3 Florida employees from New York
- Managed the production of over 200 web banner campaigns from concept to resizing
- Created concepts for Flash tutorials and web greeting cards
- Art Director of all print material, including brochures\*, flyers, catalogs, direct mail, print, identity, and packaging
- Responsible for pre press quality and press checks to insure the print projects success.
- Maintained all aspects of the “Kaplan College” and affiliate brand logo’s and collateral
- Helped select new senior team members, review schedules, create initial conceptual work and personally cared for overall team morale

Highlights:

- 2005 Graphic Design USA In-House Design Award Winner

## Art Director MVBMS/Euro RSCG // New York, NY

June 2000 – July 2001

- Managed small team of junior designers/developers
- Sr. Art Director for clients such as Universal Studio Theme Parks, Volvo, Evian and MCI
- Managed the production of web banner campaigns from concept to resizing
- Led creative reviews, with direct client interaction
- Was an important part of the pitch team for new accounts and new advertising projects

kendra cooke // experience designer // em:kendra.cooke@gmail.com // c:917.319.7090

## // Additional Experience

- 2000 // Sr. Designer: APB News, New York, NY
- 1998-1999// Web Designer: Sixth Gear/Electronic Sales Systems Inc. New York, NY
- Freelance Consultant // clients such as Visa, Faraya Skin Care, 1-800-ClipOns, Reloader Golf, Diet Life, Dr. Alan Bauman, Koolik Realestate , J2Fit (Journey to Fitness)

**Programs** // Adobe Products: Photoshop, Illustrator, Dreamweaver, Lightroom, InDesign, Jira, Axure Pro, UXPin, Balsamiq Mockups, Silverback, OptimalSort, Survey Monkey

**Languages** // HTML5/CSS, working knowledge of JavaScript, JQuery and SharePoint Administration (Cross Mac/PC OS proficiency)

## // Education

- Sept 2014– Certified Personal Trainer // Aerobics and Fitness Association of America (AFAA)
- Feb 2010-April 2010 – Human Factors International // Human Computer Interaction (HCI) Certification
- July 2010 – Human Factors International//Enrolled 1st course of CXA (Certified User Experience Analyst) Course : Design for The Big – User-centric innovation and strategy
- June 2006 - Kaplan University // Six Sigma Champion Certification
- Summer 2000 - United Digital Artists, New York, NY // Introduction to Flash Animation Certificate
- June 1998 - Fashion Institute of Technology, New York, NY // B.F.A

I am also a certified personal trainer through the AFAA (Aerobics and Fitness Association of America)

## // Affiliations

Usability Professionals Organization (UPA), Graphic Artists Guild (GAG), Interaction Design Association (IXDA), South Florida User Experience Meet Up, New York User Experience Meetup , Aerobics and Fitness Association of America (AFAA)